



Camera & Imaging Products Association

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Press Release

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Camera & Imaging Products Association

Re: Raising awareness about counterfeit batteries on International Consumer Protection Day in China

The Camera & Imaging Products Association (CIPA: President Tsuneji Uchida) began campaigning in 2005 to raise awareness about the risks of counterfeit lithium-ion batteries used in digital cameras.

On March 15, which is proclaimed International Consumer Protection Day in China, CIPA — in conjunction with the Japan Electronics and Information Technology Industries Association (JEITA) and in partnership with the China Electronic Chamber of Commerce (CECC) — held a press conference for the local news media to publicize the dangers of counterfeit digital-camera lithium-ion batteries. The press conference was held at the Beijing Hilton Electronic City in the Zhongguancun District of Beijing.

Opportunities to use digital cameras in China are expected to skyrocket with the commencement of the Beijing Olympics in August this year. At the same time, there are concerns the number of counterfeit batteries circulating on the market will escalate substantially.

Many counterfeit lithium-ion batteries are crudely manufactured and lack the protection circuitry and safety mechanisms necessary to satisfy set safety and quality standards. Using counterfeit batteries can lead to abnormal temperature increases, ruptures, fires, and leakages, and, in some instances, even cause serious personal injuries.

To prevent such accidents from occurring, CIPA has been working to warn consumers around the world by actively disseminating information on the dangers of counterfeit batteries.

This press conference is just one of CIPA's many targeted awareness-raising activities. Others include placing Web banner ads on IT-related sites, providing point-of-purchase materials to leading retailers, and running articles in CECC bulletins. As it did last year, CIPA plans to again hold awareness-raising promotions at the 2008 China International Consumer Electronics Show (SINOCES), scheduled for July this year.

Through these activities, CIPA hopes to provide information on counterfeit batteries to a large number of Chinese consumers, thereby alerting them to the dangers of counterfeit batteries.

For more information on the dangers of counterfeit batteries, see our site at http://www.cipa.jp/battery/index_e.html.

For more information about this release, please contact to us.

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